



Microsoft®

Windows.net™

Server Family

Competitive Landscape

Sun, Linux, IBM

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Director, UNIX Migration Strategy

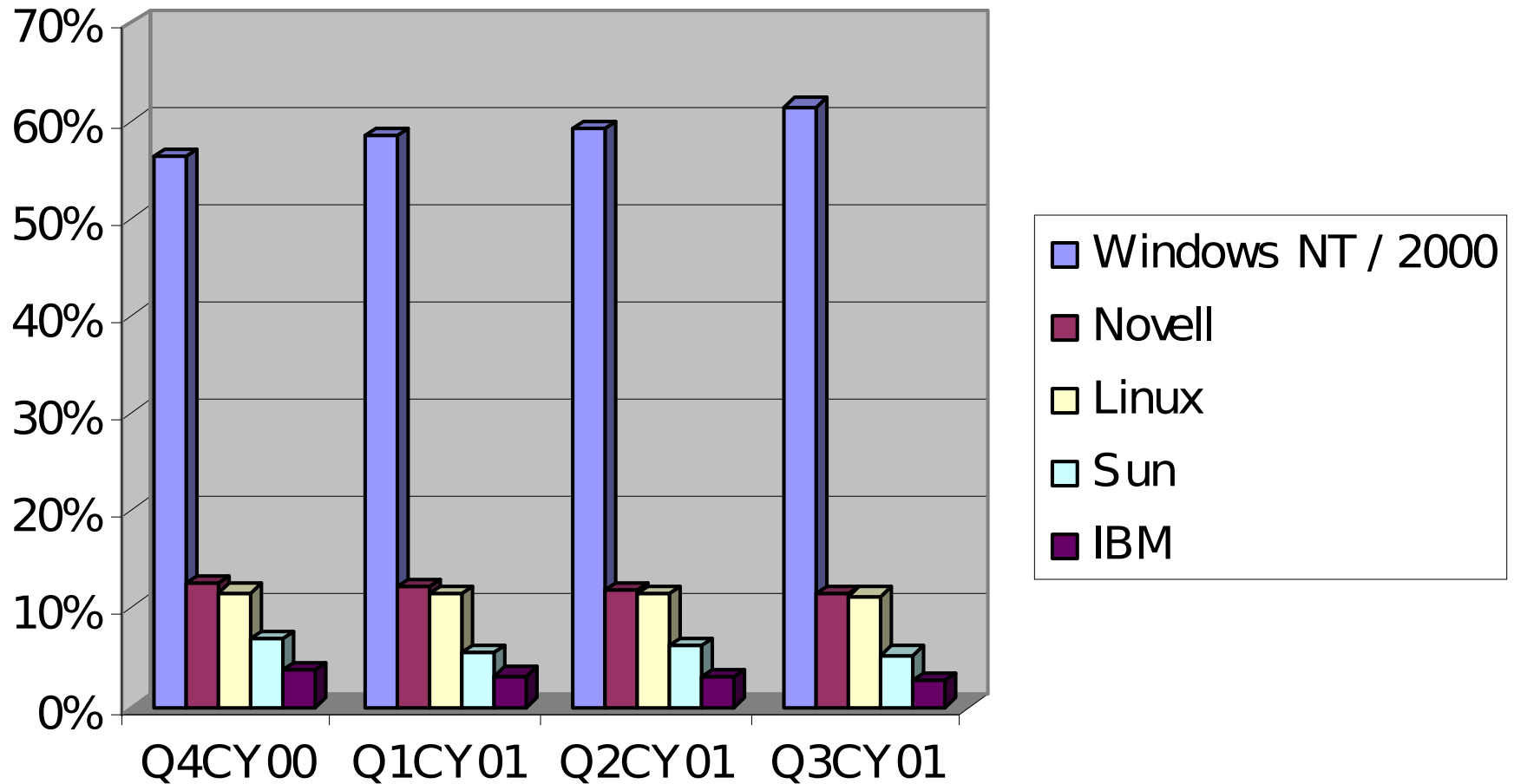
Windows .NET Server Product
Marketing Group
Microsoft Corporation



Agenda

- **Server Competitive Landscape**
- **Who Are Our Competitors, How to Win**
 - **Sun**
 - **Linux**
 - **IBM**
- **Competitive Programs**

Windows® Server is Hot!



Source: IDC Server Tracker

Winning the Server!

Server Identity

**Application
Platform**

**Knowledge
Worker
Infrastructur
e**

**IT
Infrastructur
e**

Battleground

- Web Servers
- Application Servers

- File & Print Servers
- Multifunction Servers
- Basic email servers

- Network Infrastructure
- "Edge" Servers

Competitive Product Strategy

- New Application platform, SQL
- Scale out
- Best solution is integration
- Approachable for Unix savvy

- NAS → File Server
- Commitment
- Applications
- Innovation

- Differentiate through management
- Everything in the box

Sun Situation

- **Strong in:**

- **Solaris: Loyal customers; favored by analysts**
- **Enterprise features & reputation**
- **Complete product line, packaged services, programs**
- **Strong ISV support, SI partners**
- **Customer engagement model: bringing all the pieces together as a whole**

- **Weak in:**

- **Lost perception of being visionary leader**
- **Perceived as high cost solution**
- **Dependency on weak verticals (telco, xSP)**
- **Lacks coherent hardware/software story**
- **Inconsistent quality of product and service**
- **ISV relationships waning**

Sun's Key Solutions

Sun software

- **Solaris 8 Operating Environment**
 - iPlanet Directory Server
 - iPlanet Web Server
 - iPlanet Application Server
 - Sun Cluster Services 3.0
 - Sun Ray Appliance
 - Dynamic System Domains
- **Sun Management Center**
- **Solaris PC NetLink**
- **Java**
- **J2EE**
- **Forte Tools**
- **iPlanet Directory Server Enterprise Integration Edition**
- **iPlanet Portal Server**
- **iPlanet Messaging Server**
- **iPlanet Application Server**
- **iPlanet Commerce Servers**
- **iPlanet Integration Server**
- **Star Office**
- -----
- -----

Windows .NET Server

- **Windows .NET Server (all SKUs)**
 - Active Directory
 - IIS
 - .NET Frameworks
 - Advanced Server/Datacenter Server
 - Terminal Services
 - Static Domain Partitions (Unisys ES7000)
- **Microsoft Operations Manager**
- **Services for Unix**
- **C#**
- **.Net Frameworks**
- **Visual Studio.Net**
- **Microsoft Metadirectory Services**
- **SharePoint Portal Server**
- **Exchange 2000**
- **Windows .NET Server**
- **Commerce Server 2000**
- **Biztalk**
- **Microsoft Office**
- **SQL Server**
- **SMS**

Sun Sales Scenario

Sun Scenarios	Who Decides & Why Sun Wins	How to Sell Against Sun
Application Platform (MORG/LORG)	<ul style="list-style-type: none"> • Business owner drives the decision • Solutions partners, Unix bias, long-standing Sun relationship 	<ul style="list-style-type: none"> • Best of breed development tools • Total integrated, proven solution for business applications • .NET Web services roadmap and well-defined future
Database Server (MORG/LORG)	<ul style="list-style-type: none"> • IT driven - DBA and application developers • Oracle/Sun relationship and perception of Sun reliability and scalability 	<ul style="list-style-type: none"> • Proven, dependable Windows 2000 platform • High performance and scalability based on real-world benchmarks • Rich functionality and integration of the MSFT stack
Infrastructure/Directory (MORG/LORG)	<ul style="list-style-type: none"> • IT architects, Solaris sys administrators • UNIX tools for distributed system management • iPlanet pitch for LDAP standards-based directory 	<ul style="list-style-type: none"> • Advanced feature support (e.g. AD integration with DNS, RIS) • LDAP standards support in AD • AD integrated and available for application authentication without extra charge • Interoperability with other systems in the infrastructure
Internal Web Serving (xSP, MORG/LORG)	<ul style="list-style-type: none"> • Web developers, Solaris sys administrators • Easily rackable Netra 	<ul style="list-style-type: none"> • Multiple HW vendors competing to provide best hardware value • Application Center and MOM provide scale-out management

Summary

Winning Against Sun

- **Prove Price/Performance and TCO advantages**
- **Level the playing field - “abilities”**
- **Excite the customer with our .Net vision & customer benefits**

Linux Situation

- **Strong in:**
 - **Lower resource requirements**
 - **Good edge server**
 - **Performance for low end file, web and applications**
 - **Approachability, accessibility**
- **Weak in:**
 - **Lack of integrated directory**
 - **Large scale systems management**
 - **Viable profitable ecosystem**
 - **Availability & supportability of applications**

Linux Key Technologies

Linux/OSS

- Apache
- MySQL
- PHP
- Open LDAP
- Samba
- Bynari
- Sendmail / popper

Windows .NET Server

- IIS
- SQL Server, MSDE
- ASP / ASP.NET
- Active Directory
- File & Print (CIFS)
- Exchange
- POP3 Mail Server

Linux Sales Scenario

Linux Scenarios	Who Decides & Why Linux Wins	How To Sell Against Linux
File Servers (LORG)	<ul style="list-style-type: none"> • IT management drives decision • UNIX legacy, IBM solution 	<ul style="list-style-type: none"> • Need integrated centralized management, security, directory • Robustness & enterprise features (NTFS, EFS, clustering, SMP scalability, cross-enterprise management)
File Servers (Departmental LORG / MORG)	<ul style="list-style-type: none"> • Grassroots / unofficial deployment • Compatibility, low cost, easy to license, old HW 	<ul style="list-style-type: none"> • Grow with your business • Scalability, consistency, compatibility (e.g. Active Directory) • Easier to manage
File & Print Server (SORG)	<ul style="list-style-type: none"> • VAP decides or internal Linux champ • Low cost, simple license 	<ul style="list-style-type: none"> • Windows easy of use, ease of management • Broad support channels • Consistency with Windows clients and data
Web Application Server (xSP, MORG, LORG)	<ul style="list-style-type: none"> • Web developers, UNIX knowledgeable techies • LAMP familiarity, low cost, customization 	<ul style="list-style-type: none"> • Total integrated solution for business Internet applications • Best of breed dev tools • .NET Web services roadmap and well defined future
Network Infrastructure Server (All)	<ul style="list-style-type: none"> • IT manager, UNIX biased administrators • Protocol support, cost, flexibility, footprint 	<ul style="list-style-type: none"> • Centralized integrated admin features • Advanced features support (e.g. Active Directory integration with DNS, RIS, IntelliMirror)

Summary

Winning Against Linux

- **Challenge free, free, free!**
- **Sell on the long term platform**
- **Expose lack of profitable ecosystem**
- **Enterprise features and support**
- **Sell on future vision for web services application revolution**

IBM / Linux Situation

- **IBM uses Linux to unite many initiatives**
- **Extends life of legacy IBM hardware**
- **A services dream for IBM Global Services**
 - **Lead with Open Source / “free” promise**
 - **Lock customer in with ongoing expensive IBM specific enhancements to Linux**

IBM's Linux Server

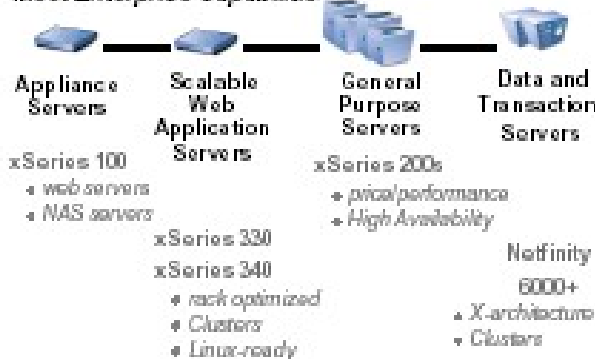
PartnerWorld

Industry's Broadest Linux Server Line

IBM

Linux for

The Point of Entry - Where Industry Standards Meet Enterprise Capabilities

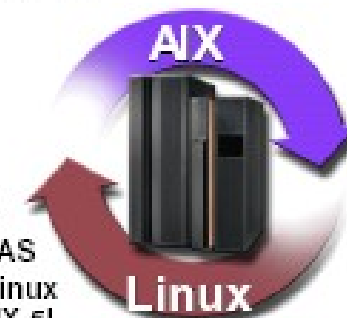


Linux for

pSeries & RS/6000

The Point of Integration - Where Linux Meets UNIX

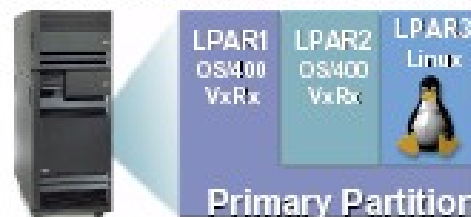
- Native Linux for RS/6000 (32-bit)
- Native Linux for pSeries (64-bit)
- Exploit Power3 / Power4 Floating Point, 64-Bit Bandwidth and RAS
- AIX Toolbox for Linux Applications in AIX 5L



Linux for

iSeries

The Point of Coexistence - Where Linux Complements Integrated e-business Solutions



- Linux in a partition
- Integrates new e-business applications

Linux for

zSeries and S/390

The point of consolidation - Linux Ascends to the Mainframe

- Pure Linux OS
- Exploits zSeries hardware
- Scalable, protected partitions
- Shared infrastructure
- Reduced cost of ownership



Summary

Winning Against IBM / Linux

- Expose IBM's business model for control**
- Sell on Windows ecosystem choice**
- Major gaps in IBM Linux strategy**
- Expose complex IT issues**
- Expose hidden costs**

Microsoft Business Advantage

- **Innovation**
 - Server, tools, desktop, applications, .NET ...
 - Breakthrough innovation in management, collaboration, developer productivity, scale
- **Economics**
 - Profit driven ecosystem for partners & software
 - Sustainability for customers
 - Ultimately lower cost
- **Flexibility**
 - Broad choice of tools, partners, hardware, apps
 - Solutions driven to solve real customer needs

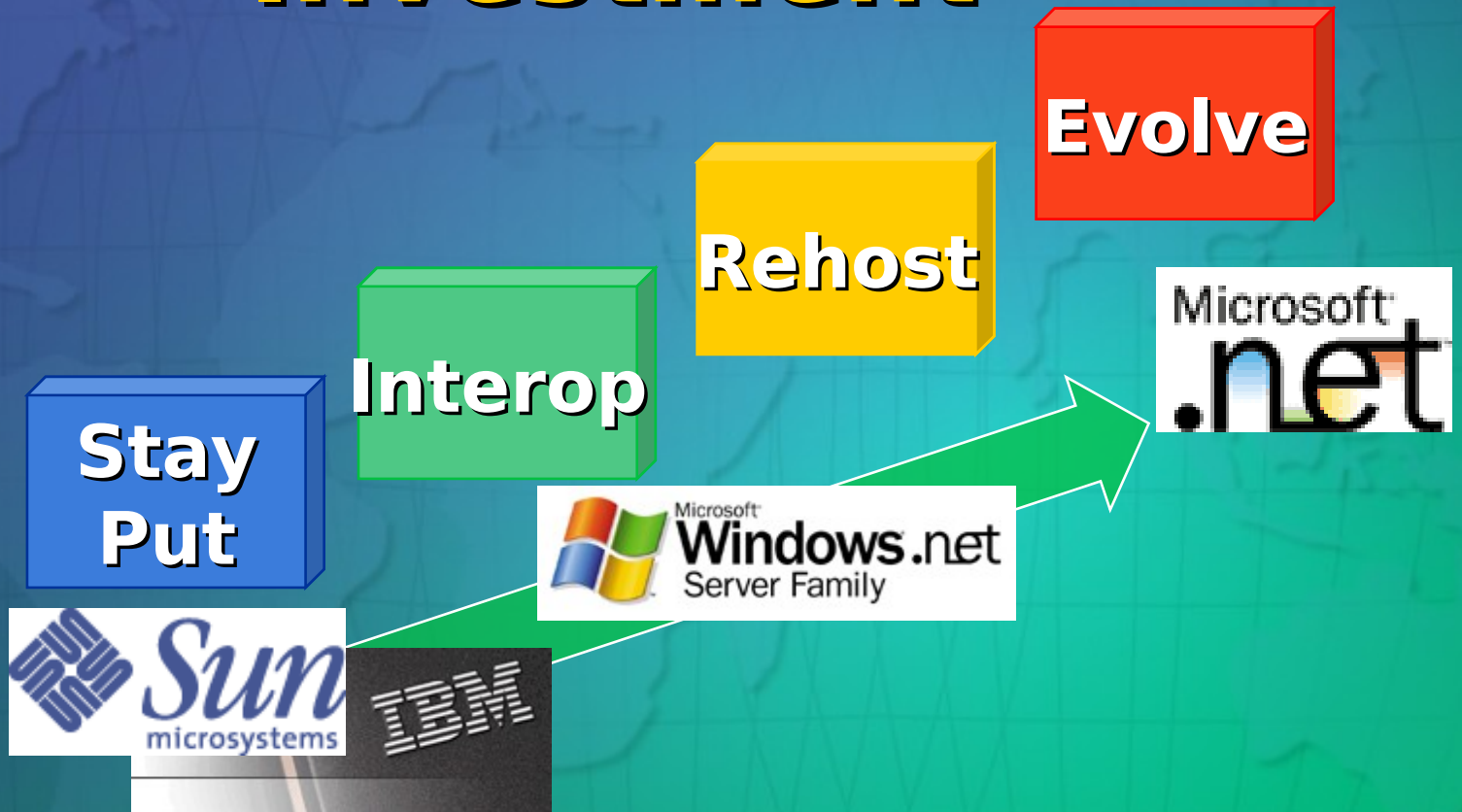
“Faster time to market - which translates into competitive advantage for customers”

announcing...

UNIX Migration Solution Offering

Migration Return On Investment

Customer Investment



Business Value

Interoperability At Every

Level
Network

Management

Novell NDS,
Exchange,
UNIX NIS,
iPlanet,
Novell
Groupwise,
Lotus Notes

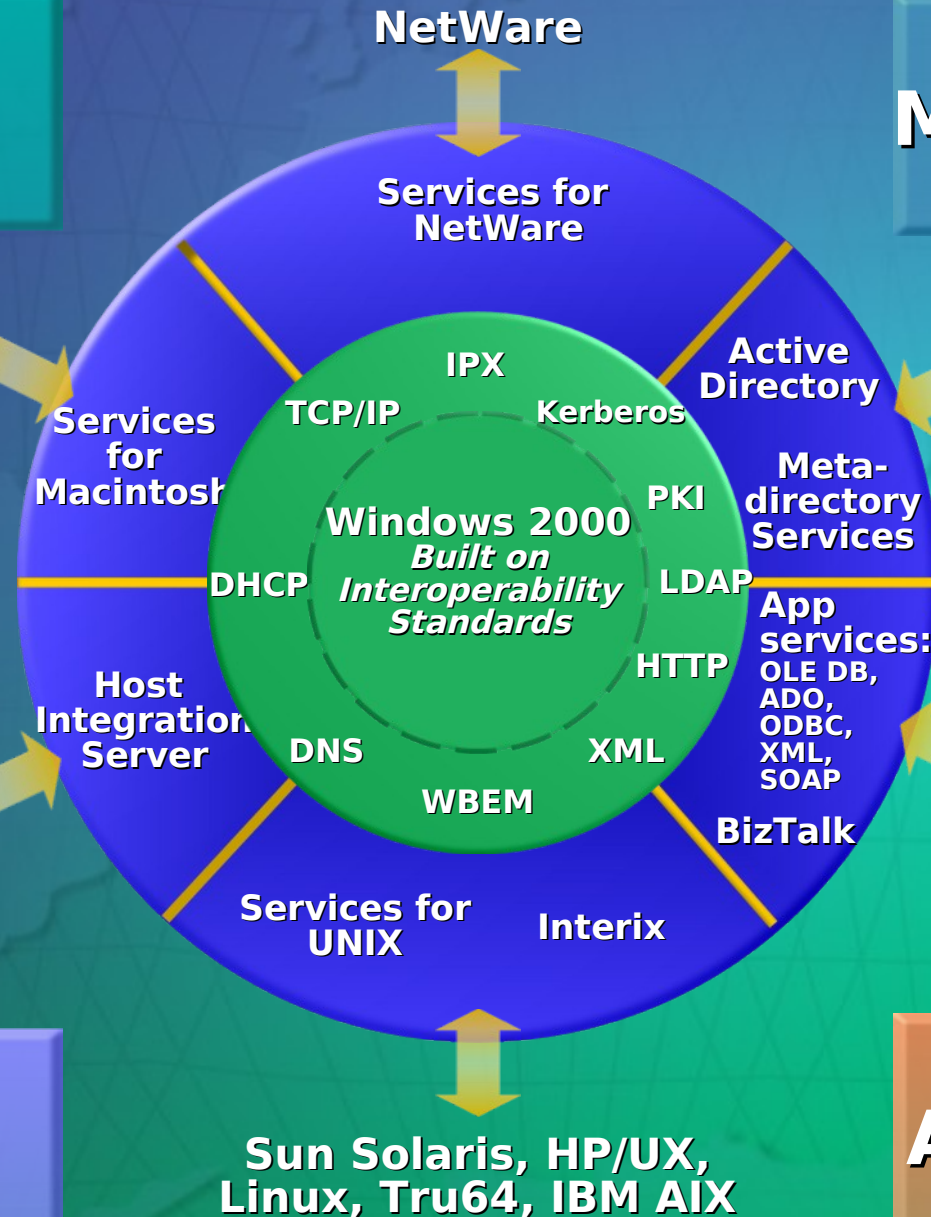
SQL Server,
Oracle,
Informix,
IBM DB2
XML/SOAP web
services

Applications

Data

Macintosh

IBM,
Amdahl,
Hitachi



UNIX Application Situation

- **Several large businesses migrating away from RISC UNIX to Intel**
- **Choice of Windows or Linux on Intel**
- **Linux seems like the easy choice for UNIX customers, but ...**

Microsoft UNIX Migration Solution

NEW!

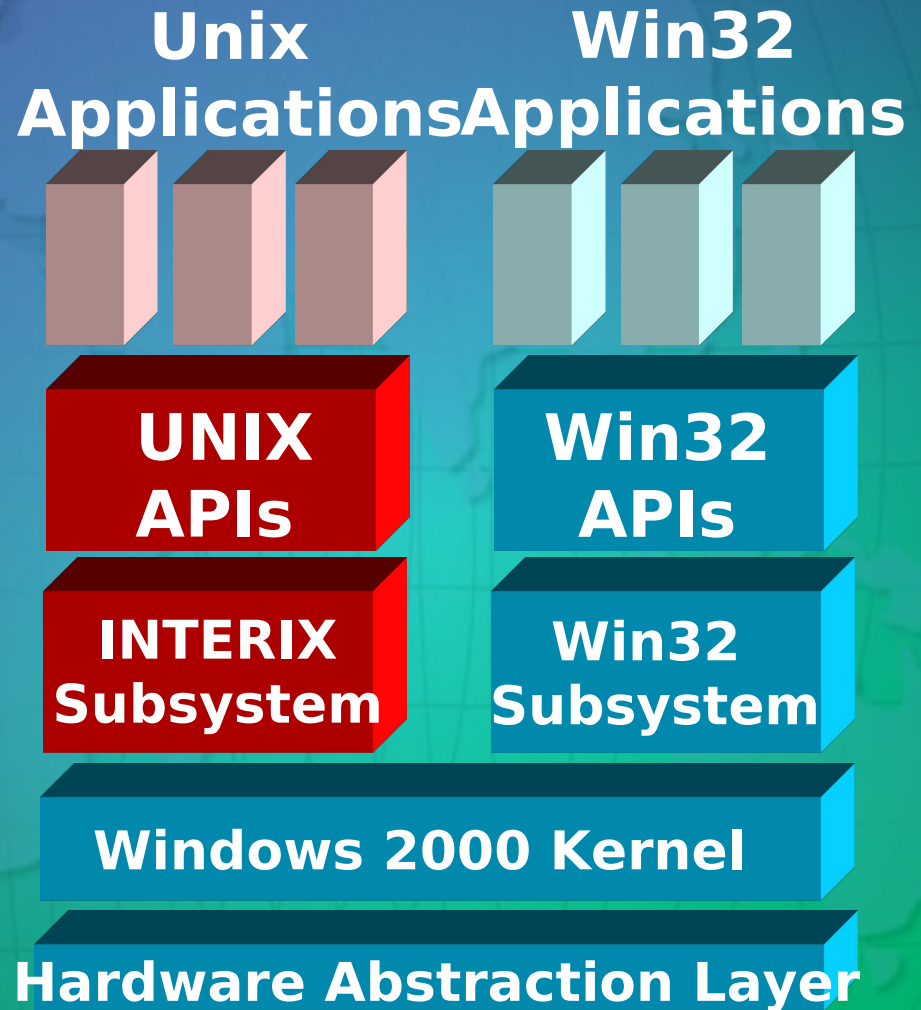
Offering Strategy & Goals

- **Prove that Microsoft has the most compelling solution for long term customer needs and provides better overall customer value**
- **Microsoft & partners have a full range of technology solutions to easily migrate and run UNIX applications**
- **Microsoft & partners provide services solutions and know-how to help customers assess and migrate**

Migrating Linux/UNIX Code To Windows

demo

**Microsoft
Services for
UNIX 3.0
(pre-release)**



New UNIX Migration Solutions

Plan To Succeed

- Technology
 - Visual Studio
 - SFU / Interix
 - Core Windows
 - Third parties
- Services
 - Microsoft and partners
 - End-to-end solutions & content
 - Assess portfolio & justify
 - Analyze
 - Port
 - Deploy & Support
- Sales
 - Training (both Microsoft & partners)
 - Sales support tools, resources, materials & collateral
 - Priced offerings
- Marketing
 - Windows value & evidence
 - PR, analysts, developer
 - Channel partner programs



**Microsoft is in the field today
successfully migrating
UNIX applications**

Server Migration Win

La Fondiaria Assicurazioni

- **Situation**

- Italian insurance company
- 1,500 branch offices, each with a UNIX business app server
- Reliance on Progress database, custom business app

- **Requirements**

- Desired integrated solution
 - Windows for new business solutions
 - Run existing UNIX based solutions
- Must have their UNIX business apps & moved quickly

- **Solution**

- Interix for porting custom UNIX apps
- SFU 2.0 for interop connectivity, management & UNIX scripts

Call to Action!

- Know your customers, know where they use competitive solutions
- Promote the total integrated Microsoft solution approach
- Sell on better business value and innovation for today
- Sell on .NET vision for tomorrow

More info in:

**INF309: UNIX and Linux
Interoperability and Migration**

A faint, stylized world map is visible in the background, rendered in a light blue/green color. The map shows the outlines of continents and is overlaid with a grid of latitude and longitude lines. The background has a vertical gradient from blue at the top to green at the bottom.

Questions ...

Microsoft®